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25 YEAR RE-REVIEW

Chief, FBID

10 October 1949

Chief, Special Reports Branch

Comments on ARRIBA Article

1. The Validity of the Statistics: No real evaluation of the validity of the statistics reported in the ARRIBA article can be made because the DAILY REPORT for the same period, containing selections of Yugoslavia's daily output, prints only one to three pages of Yugoslav material. Moreover, most of the printed Yugoslav material available in the DAILY REPORT was taken only from Belgrade's Home Service program and TANYUG transmissions. Given the personnel, FBID could perform the type of analysis reported by ARRIBA; this could be done either overseas or in Washington if valid and consistent samples of representative beams were available.

2. Adequacy of the Content Analysis Method Used:

a. Categories: Judging by the four rather simple categories used in the analysis reported by ARRIBA, it is probable that each separate news item or commentary was coded as falling within one of the four categories and then multiplied by the number of words contained in each item. This method would not be too time-consuming for on-the-spot monitors, covering each of the beams named in the article. More intensive methods, such as a sentence-by-sentence or a paragraph-by-paragraph coding, would involve much more time.

In the interests of greater meaningfulness, it should be said that at least a fifth category might have been added: one showing the number of items concerning the USSR, pro-USSR in the pre-split period and both pro and con in the post-split period. The position of Yugoslavia in relation to the Soviet-dominated East and the American-led West is to some extent a relativematter. A shift away from the East and toward the West may therefore be represented not only by diminished denunciation of the West, which, as the article reported, actually did occur. It might be equally well represented by a diminishing amount of pro-Soviet material and by an increasing amount of anti-Soviet material. Obtaining data of all three types would probably have confirmed, or at least tested more adequately, such conclusions as the one, reported by ARRIBA, that the decreasing denunciation of America after the split "indicates a certain conciliating orientation...." And, more important, the figures on the ratio of approval to denunciation of the USSR by Belgrade could possibly have supplied needed information on the state of relations between Belgrade and Moscow.

b. Time Periods: Although it is perfectly possible that the ARRIBA article, for simplicity's sake, condensed the figures given into six-months periods, there are obvious advantages in deriving the figures from as short a period of time as is consistent with statistical necessities (such as insuring that sufficient numbers of items are available for deriving reliable percents). Chief among these reasons is that major shifts in denunciation or approval can be more quickly seen where the figures are derived, say, every week or every two weeks. The text of

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the article indicates that this may have in fact been done; it says, for example, that indirect denunciation of America and Britain, which increased in the last phase measured, reached "its peak during the elections in Trieste and the conversations of the Four Powers held in Paris on the peace treaty with Austria." Especially interesting in this regard is the fact that this analysis started almost six months before the split between Belgrade and Moscow occurred. Had the figures been derived every two weeks or once a month, they might have anticipated that break before it actually occurred. Had a fifth category measuring the amount of Pro-Soviet propaganda put out by Belgrade been used, it might possibly have shown a month or two before the break, a significant decrease in approval given the USSR. However, as Moscow made the decision to announce the break, Radio Moscow might have been expected to decrease her approval of Belgrade first. There is some evidence for believing that such in fact was the case.

3. The Possible Source of ARRIBA's Article: Although we have no direct knowledge of the "American 'Monitoring Section'" spoken of in the article, the Special Reports Branch has on file copies of a daily publication, "MONITORING REPORT, published by News and Monitoring Division Headquarters - Allied Information Service, Trieste," (The latter is a joint British-American Army undertaking.) This publication consists primarily of material monitored from the Yugoslav radio; namely, Radio Belgrade in Serbo-Croat and Italian, Radio Ljubljana in Slovene, and TANYUG in Morse. Except for Belgrade in English, these are the beams spoken of in the ARRIBA article.

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